

**Statement of Work/Subscription Summary**

Predpol is proud to be working with you on decreasing crime in the City of Modesto and looks forward to a productive and successful relationship. The proposed terms for the Modesto Police Department ("Agency") deployment of PredPol are as follows:

Description	Qty	List Price	Discount	Price
Initial Setup & Configuration	1	\$12,000	100%	\$0
Total One-Time Costs:				\$0

Initial setup services include the proactive management of the tasks listed below:

- Setup of and integration of the PredPol tool into Agency's existing RMS/CAD/Data system. Timeline for setup dependent upon grant of access by Agency to PredPol's technician for installation of the data pipeline.
- Installation of a data pipe from Agency to the PredPol SaaS. Frequency of data update (daily, hourly, every few minutes) is dependent on the degree of access granted to Predpol to stream data from the Agency.
- Customizing crime types and districts to Modesto's needs.

Description	Qty	List Price	Discount	Price/Yr
PredPol SaaS Year 1	1	\$60,000	62%	\$22,500
PredPol SaaS Year 2	1	\$60,000	58%	\$25,000
PredPol SaaS Year 3	1	\$60,000	58%	\$25,000

Subscription covers the following:

- Full Agency access to the tool, including unlimited prediction views, refreshes and report generation, as described in the attached product sheet.
- Access to 3, 7, 14 and 28-day historical crime mapping for crime types predicted by the tool.
- Inclusion of feature updates (including mobile and traffic) as added during the subscription, at no additional charge.



- A provision that allows Modesto to cancel the subscription after 90 days without penalty.

[REDACTED]

In exchange for the discounts extended above, Agency agrees to the commitment length and financial terms above and the following additional terms, to the extent *reasonable*:

- Deploy and utilize the PredPol tool and the intelligence it generates;
- Generally support the testing of the PredPol tool and any new features/tools, including providing user feedback, as requested by PredPol;
- Provide access to relevant City databases and shared databases to which the County has access, pursuant to all applicable laws and access agreements;
- Contribute to requested case studies and experiments on predictive policing and the use of the PredPol tool, particularly as it relates to predictions along jurisdictional borders with other agencies using PredPol
- Provide public testimonials and referrals to other agencies (each successful new referral will result in a 10% additional discount for the following year's annual fee)
- Respond to inquiries and host visitors from other agencies;
- Engage in reasonable joint/integrated marketing, including but not limited to press conferences and media relations, training materials, marketing, tradeshows, conferences, speaking engagements and research. In the event any of the forgoing would involve costs to the City outside of their normal costs for employees performing their normal job duties, PredPol agrees to reimburse City for such costs. For example, if the Chief is requested to attend and speak at a conference of Law Enforcement Officials to which they are not already traveling, PredPol agrees to reimburse the City for travel expenses, if requested.



Commencement of Services

Our provision of the PredPol SaaS, as described above, will begin in January 15, 2013 (the "Effective Date"), with the operational start date beginning in February 1, 2013 through the term of this agreement.

Initial Invoice

An initial invoice will be sent as of the date the PredPol SaaS goes live for the Agency, and will include:

- any One-time Setup fees listed above
- the first period subscription cost of the tool listed above
- any additional service payments due (if applicable)

Payment of this invoice is due within 30 days of its issuance. Subsequent invoices will be issued on the anniversary date of this agreement, and as appropriate from time to time for any additional services requested by the Agency.

Request for Purchase

STAFF USE ONLY

OF CONTINUING P.O. # R-6

Chloroform

Ship Pro Code

Delivery Date

THE

Entered by

Total Cost

Per discussion w/
Ken Masasso
1st yr s/b \$22,500.00

22,500.

~~25,000.00~~

TOTAL

Other attachments? ☒ Yes ☐ No

TOTAL					

Date _____

Note: A separate form must be used for each VENDOR. Accurate descriptions must be given on each item requested.

CITY OF MODESTO
JUSTIFICATION FOR SOLE SOURCE/SOLE BRAND

(must be completed on requests over \$1,000)

Requisition Number: _____ Dated: May 31, 2013

Item: Purchase, Set-up and integration of Predictive Policing Software Tool and annual service subscription.

Sole Source: ☒ Item is available from only one vendor. Item is one-of-a-kind item and is not sold through distributors. Manufacturer is a sole distributor.

Sole Brand: ☐ Various vendors can supply the specified model and brand and competitive bids will be solicited for the brand requested only.

Refer to the instructions on the back of this form for required criteria before completing this form.

JUSTIFICATION: (attach additional sheets, if required)

The Modesto Police Department is seeking authorization to purchase specialized predictive policing software tools (PREDPOL) including set-up and integration into its existing RMS/CAD/Data system and installation of a data pipe connection from the Police Department's system to PredPol Software-as-a-Service (SaaS) platform; and a service subscription, as identified on the attached Statement of Work/Subscription Summary to assist it with determining where crimes are going to occur for better deployment of police resources to targeted areas.

Per the attached letter from Ryan Coonerty, Director of Government Relations at PredPol Inc., located at 330 Soquel Avenue, Suite 100, Santa Cruz, CA 95060, PredPol is a proprietary software program and PredPol, Inc. is the sole source vendor of this product.

Please see attached documents.

CERTIFICATION:

I am aware of the Modesto Municipal Code. Sections 8-3.203 and 8-3.204 and Purchasing Procedures Manual Section I, Procedure 3, Paragraph's B, C, and D for competitive bidding and the established criteria for justification for sole source/sole brand purchasing. As an approved department representative, I have gathered technical information and have made a concentrated effort to review comparable/equal equipment. This is documented in this justification. I hereby certify as to the validity of the information and feel confident this justification for sole source/sole brand meets the City's criteria and is accurate.

This form was completed by:


Name Julie Hendee
Public Safety Business Services Analyst

DEPARTMENT
APPROVAL: _____


Director for Authorized Representative/Date

Police/Admin Services Division/572-9518

PROCUREMENT
APPROVAL: _____

Dept/Division Representative/Phone

Procurement Officer/Date

**SOLE SOURCE JUSTIFICATION FOR PROCUREMENT OF PREDICTIVE POLICING
SOFTWARE SUBSCRIPTION FOR PREDPOL SAAS FOR THREE (3) YEARS FOR THE
MODESTO POLICE DEPARTMENT FROM PREDPOL, INC.**

The Modesto Police Department is seeking authorization to purchase specialized predictive policing software tools (PREDPOL) including set-up and integration into its existing RMS/CAD/Data system and installation of a data pipe connection from the Police Department's system to PredPol Software-as-a-Service (SaaS) platform; and a service subscription, as identified on the attached Statement of Work/Subscription Summary to assist it with determining where crimes are going to occur for better deployment of police resources to targeted areas.

Per the attached letter from Ryan Coonerty, Director of Government Relations at PredPol Inc., located at 330 Soquel Avenue, Suite 100, Santa Cruz, CA 95060, PredPol is a proprietary software program and PredPol, Inc. is the sole source vendor of this product.

Predictive Policing is a concept wherein law enforcement agencies can maximize their resources by deploying officers strategically to geographical areas of the city that are considered a "high probability" for crime. This tool will assist Area Commanders in the strategic deployment of Police resources in keeping with the new model of creating 4 Area Commands within the city wherein Lieutenants are responsible for mitigating crimes occurring in their respective command areas.

By using software, which is similar to the software used to predict earthquakes, police agencies can predict where the next property crime or assault will take place and therefore deploy their officers accordingly, in the hopes to deter, prevent or intervene.

This product was chosen because it is the only predictive analytic system that has repeatedly demonstrated the ability to predict more than double the amount of crime in head-to-head field deployments against dedicated crime analysts with all the tools of the trade.

The PredPol tool is easy-to-use and runs on a secure, cloud based software-as-a-service (SaaS) platform. The PredPol Technology offers micro-scale, real time geospatial intelligence, displayed in a way that is tactically clear to supervisors and patrol officers. Officers can view both the map and reports via their MVT's (mobile vehicle terminals) or on any Internet-connected device. Reports can be exported in PDF, KML, ESRI Shapefile, or CSV formats.



SOLE SOURCE BACKGROUND

1. Brief Product Description

PredPol accurately predicts where and when crimes are most likely to occur. It is the only predictive analytic system that has repeatedly demonstrated the ability to predict more than double the amount of crime in head-to-head field deployments against dedicated crime analysts with all of the tools of the trade.

The PredPol tool is easy-to-use and runs on a secure, cloud-based software-as-a-service (SaaS) platform. The PredPol technology offers micro-scale, real-time geospatial intelligence, displayed in a way that is tactically clear to supervisors and patrol officers. Officers can view both the map and reports via their MVTs (mobile vehicle terminals) or on any Internet-connected device. Reports can be exported in PDF, KML, ESRI ShapeFile, or CSV formats.

2. What are the unique performance features of the product that are not available in any other product/brand?

Development Path. PredPol was developed through more than six years of research by the Los Angeles Police Department and a team of PhDs from Santa Clara University and UCLA, including two of the PredPol co-founders, Dr. George Mohler and Dr. Jeffrey Brantingham.

Patent Pending. The technology is a patent-pending process predicting where and when crime is most likely to occur within micro-places (500' x 500' boxes) in a city or county.

Field Tested. It is the only predictive analytic system that has repeatedly demonstrated the ability to predict more than double the amount of crime in head-to-head field deployments in Los Angeles and Santa Cruz, CA, against dedicated crime analysts with all of the tools of the trade.

Superior Results. When matched against existing best practices in crime analysis and technology, PredPol's technology has resulted in predictions twice as accurate.

predpol.com

Don't Just Map Crime. Predict It.
331 Soquel Avenue #100 Santa Cruz, CA 95062



Analyses has also demonstrated that PredPol outperforms existing methods for forecasting crime such as kernel density estimation, which underlies most crime hot spot mapping programs.

Crime rates can also be impacted significantly by the use of PredPol. In the two longest-standing deployments, with the Santa Cruz and Los Angeles Police Departments, declines ranging from -12% to -25% during the same period in the previous year were seen in burglary, car theft and theft from motor vehicle.

Anticipating Tomorrow's Crimes. In contrast to simply mapping past crime data, PredPol is based on a marked point process methodology that applies advanced mathematics, adaptive computer learning, and theories of criminal behavior to past crime data. Traditional mapping tools are calibrated less frequently, rely on humans to recognize patterns, and fail to adjust adequately as new crimes emerge.

Cost Effective. Compared to crime analysis technology, the technology requires no additional hardware or software, no additional staff, and no maintenance contracts. It directly integrates with an agency's existing Records Management System.

Turn Key Implementation. The technology can be implemented within 24-48 hours of a contract being signed and after a law enforcement agency provides appropriate systems access. It does not require months of data mining and aggregation.

predpol.com

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